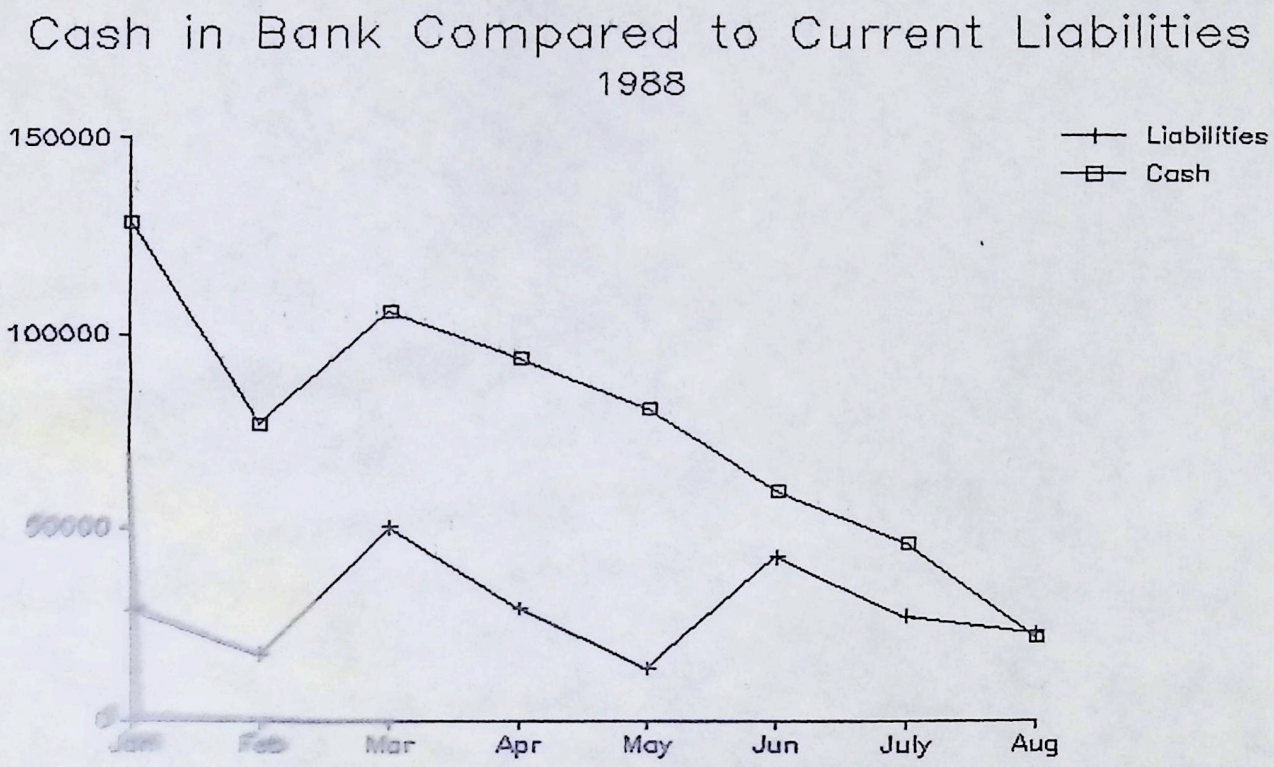
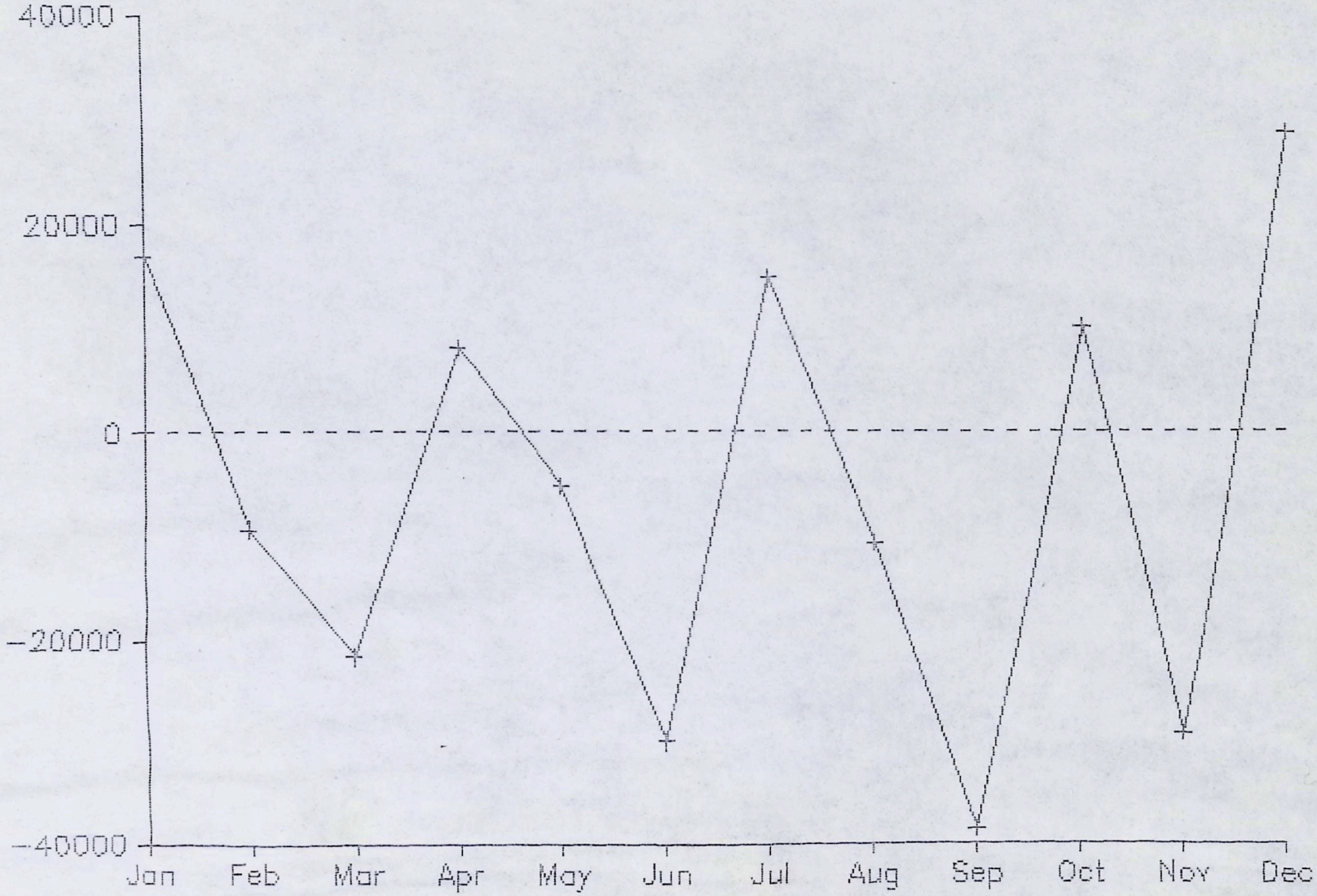
c:EOM.cal Graph #2 SEP 03 1988



*Numbers are as of the end of each month

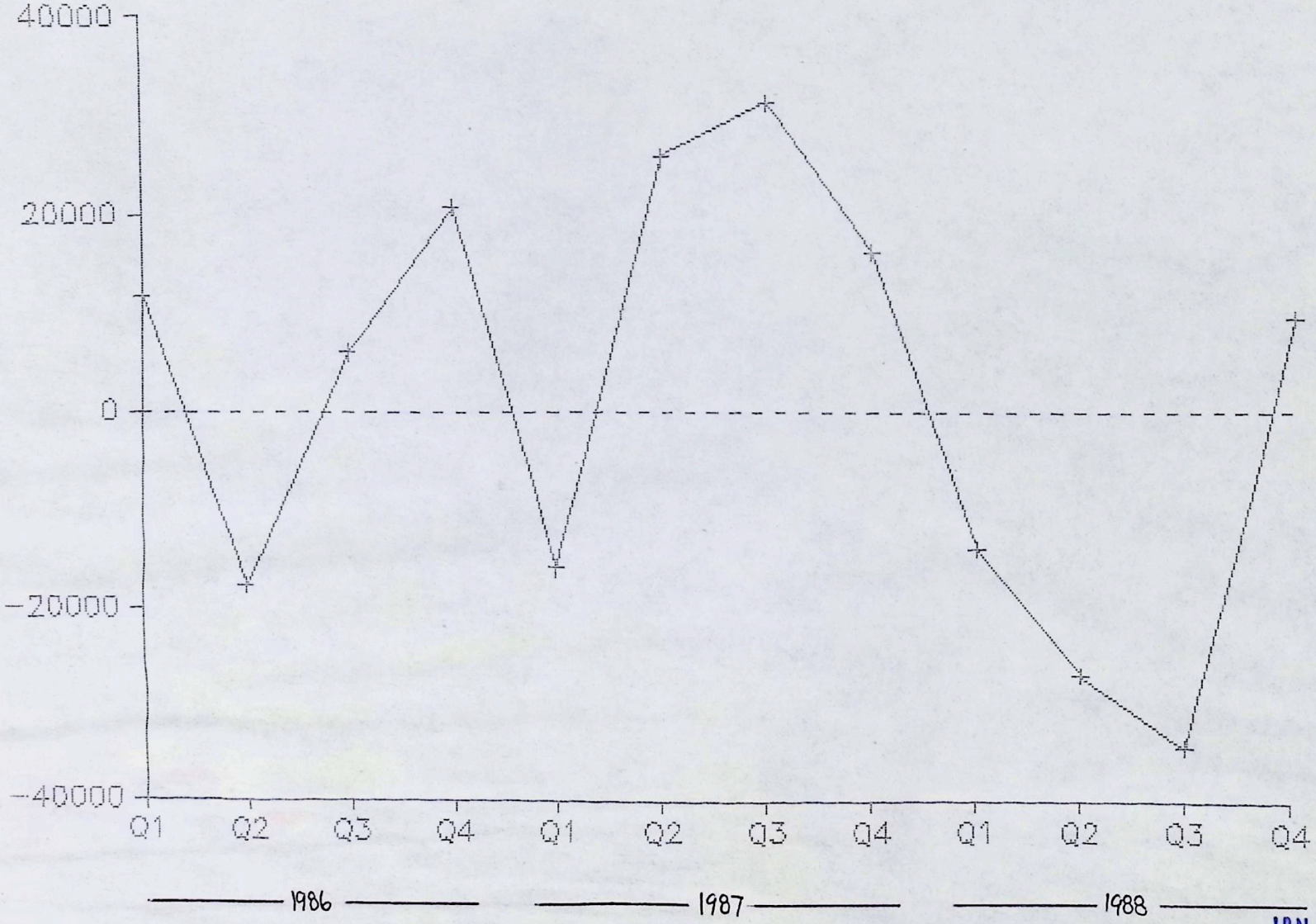
MAGAZINE PROFIT/LOSS 1988 (by month)



JAN 18 1989
C: my%1588

PROFIT/LOSS OF MAGAZINE OPERATIONS

1986–1988 by Quarter



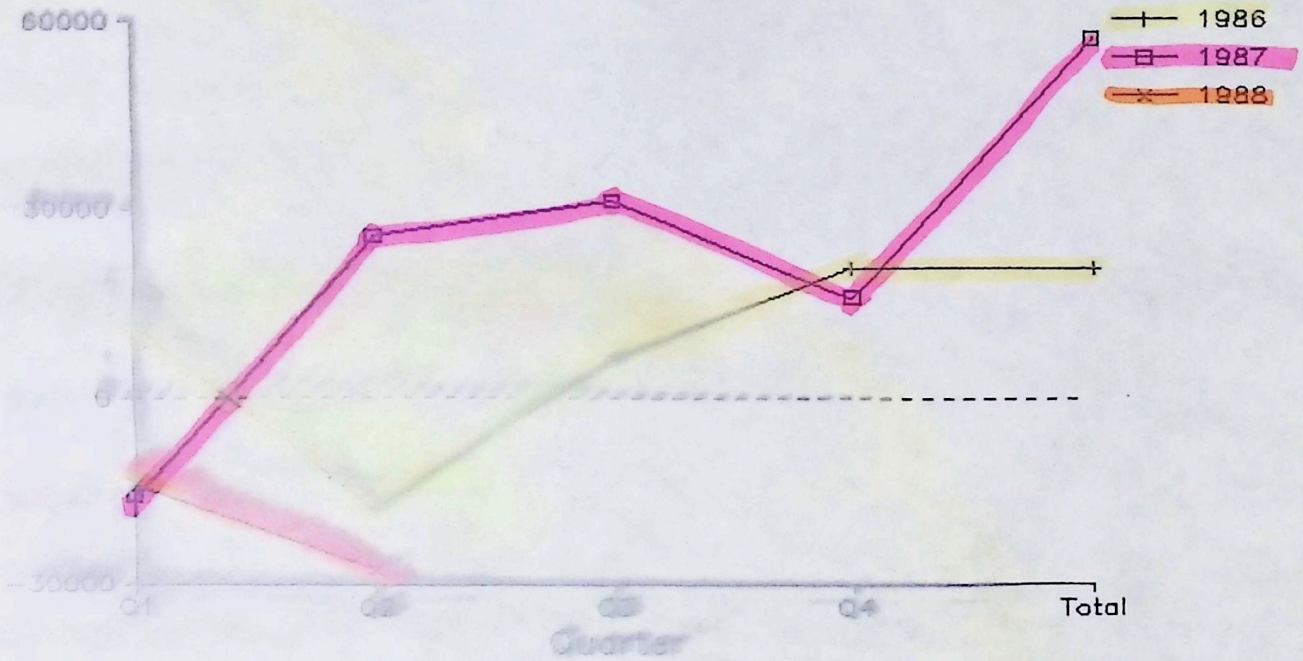
JAN 18 1989

C:8688rox

JUL 16 1988

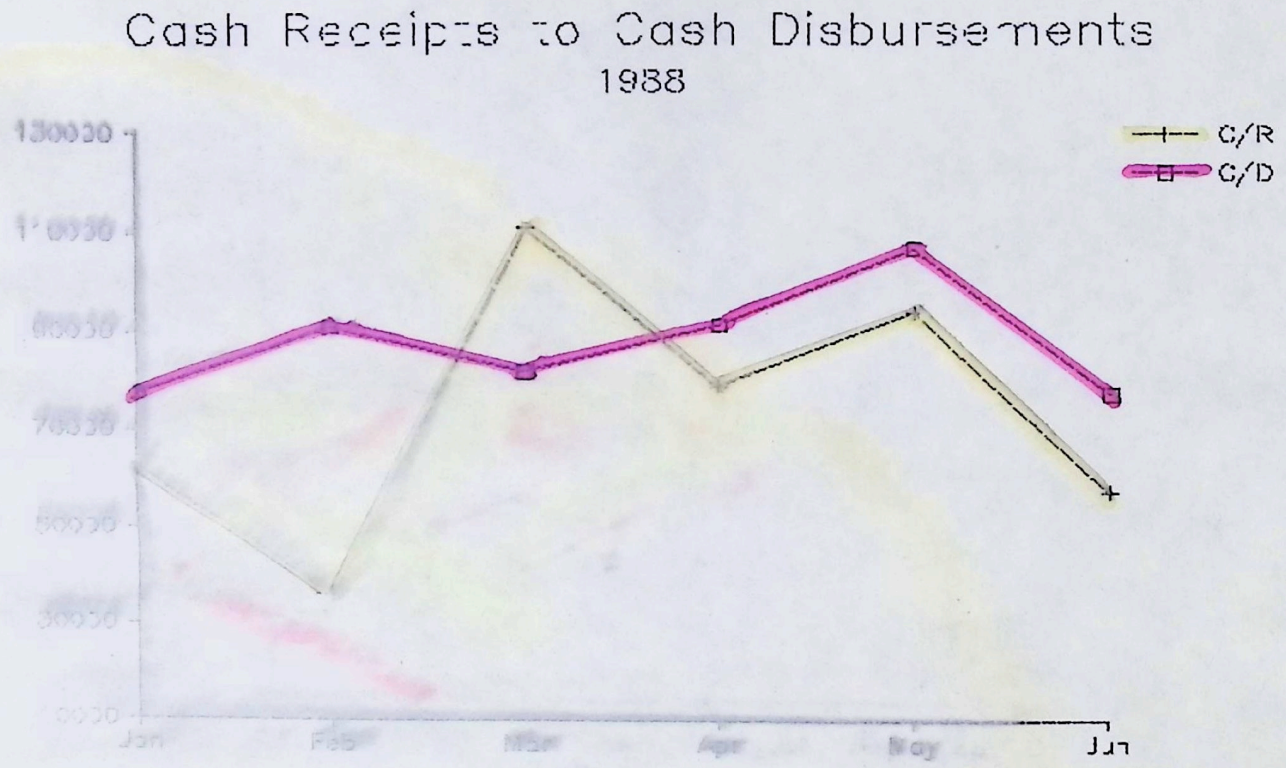
(Mcg) OPERATING PROFIT/LOSS

1986-1988



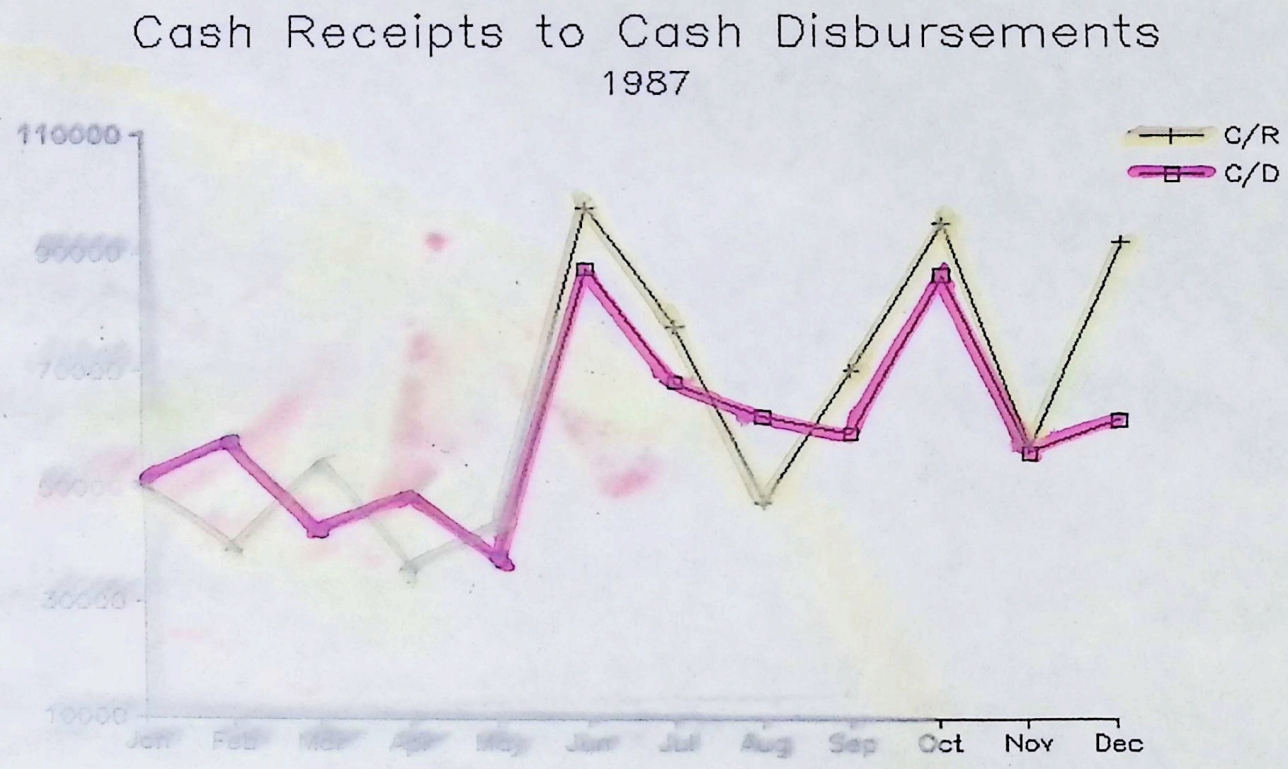
c:EOM.cal Graph #5 ✓

JUL 22 1988

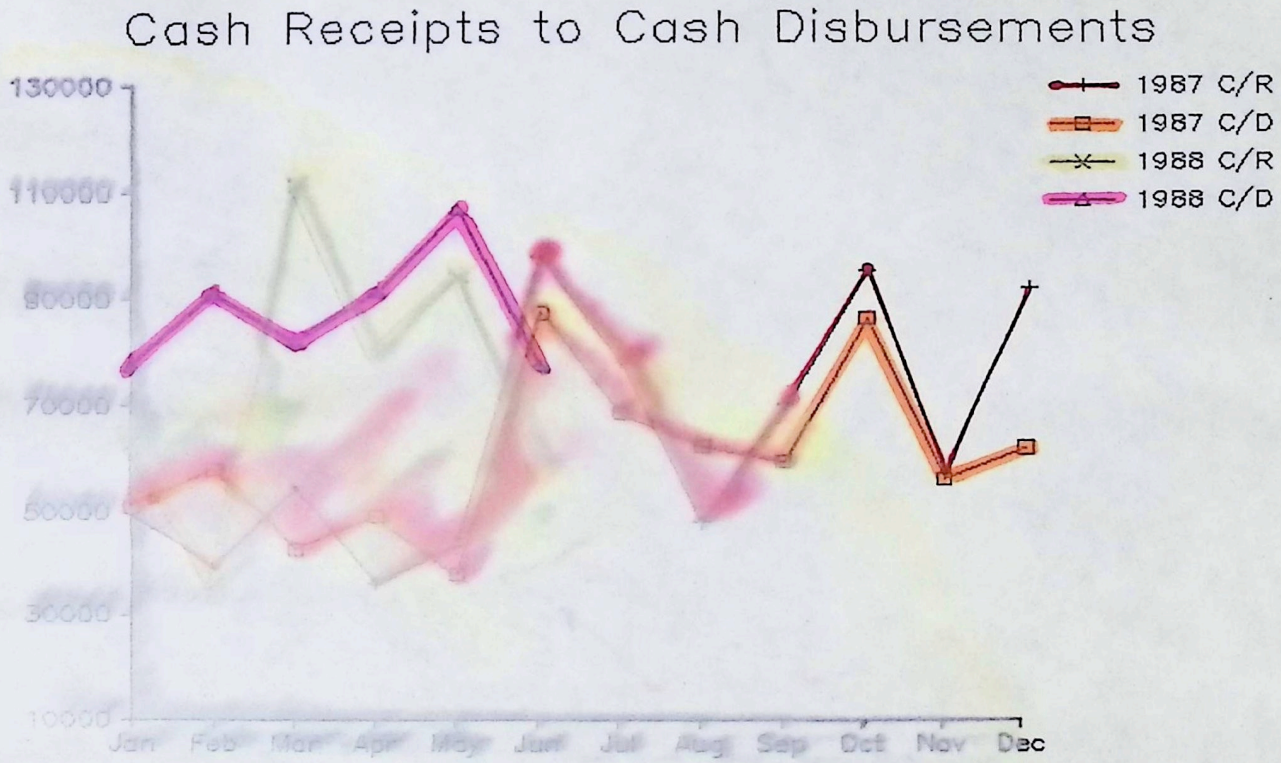


c:EOM.cal Graph #1a

JUL 22 1988

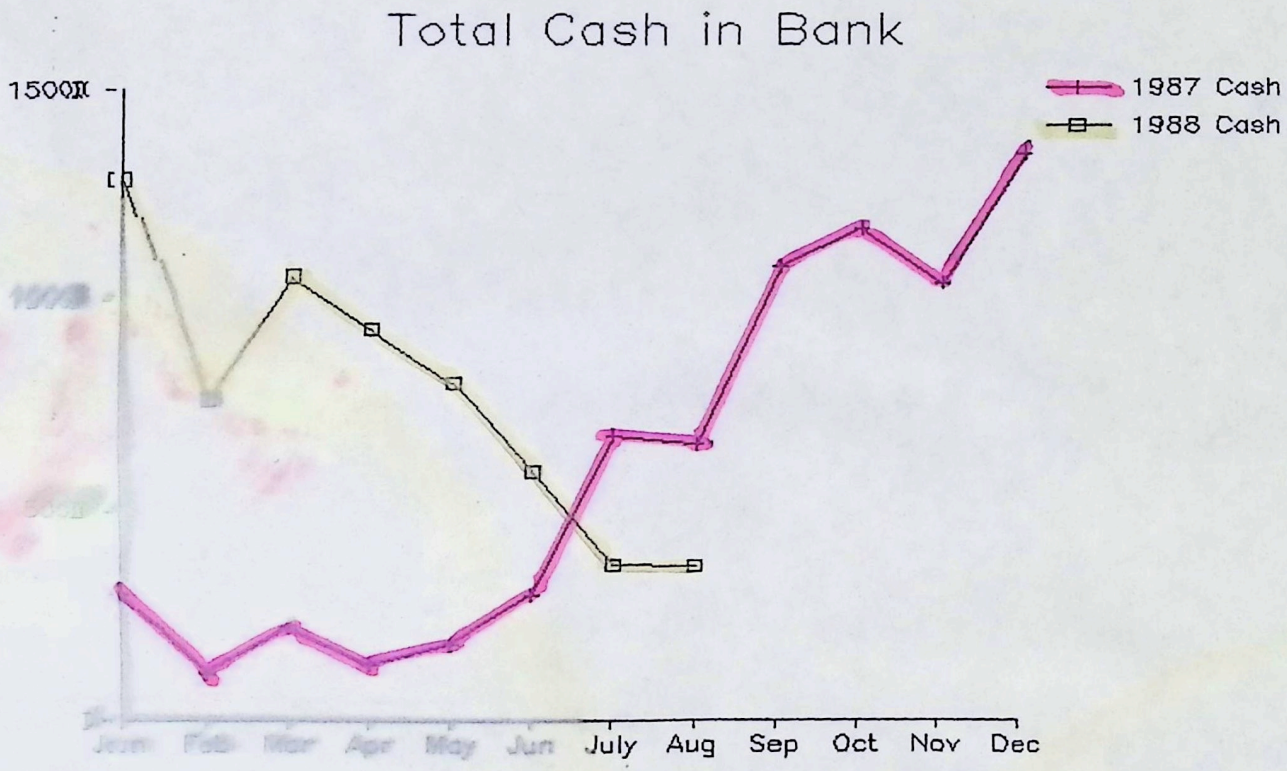


JUL 17 1988

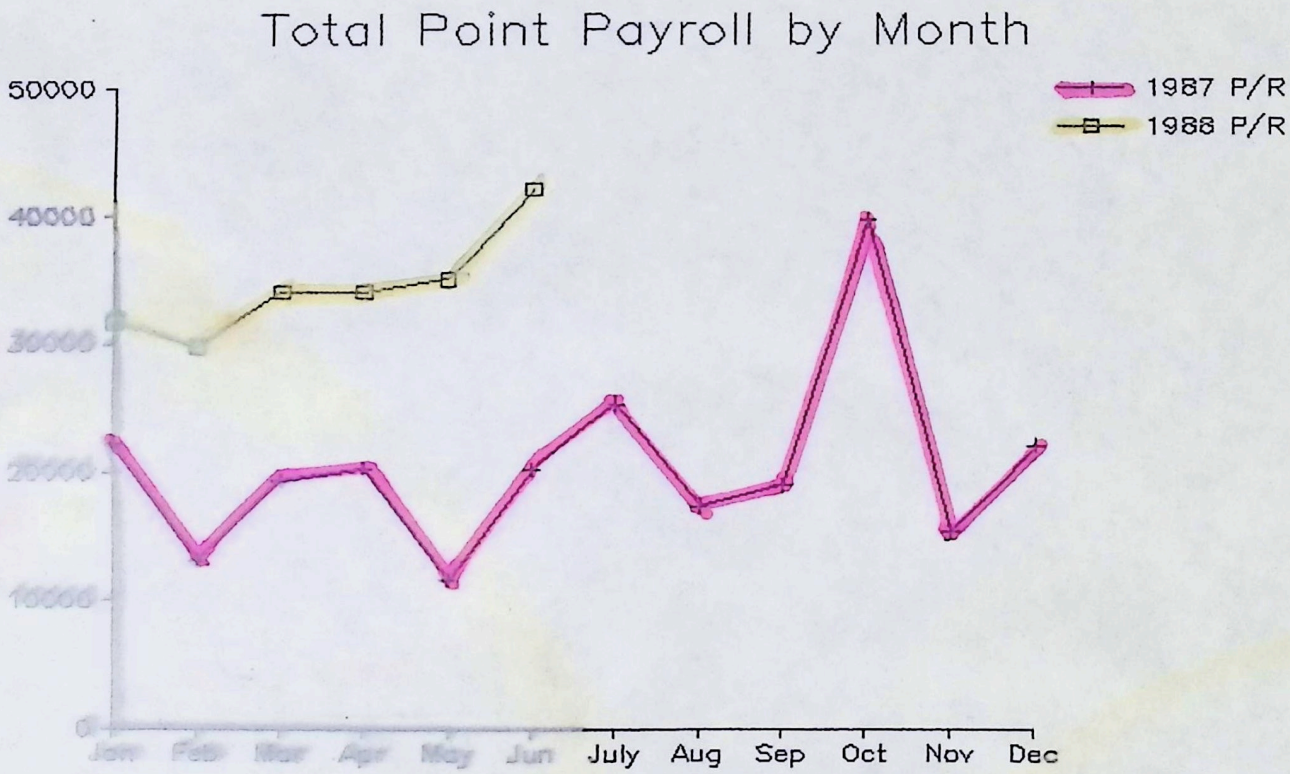

Cash Receipts to Cash Disbursements
1987 C/R
1987 C/D
1988 C/R
1988 C/D
130000
110000
90000
70000
50000
30000
10000
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec

c:EOM.cal Graph #2a

JUL 22 1988

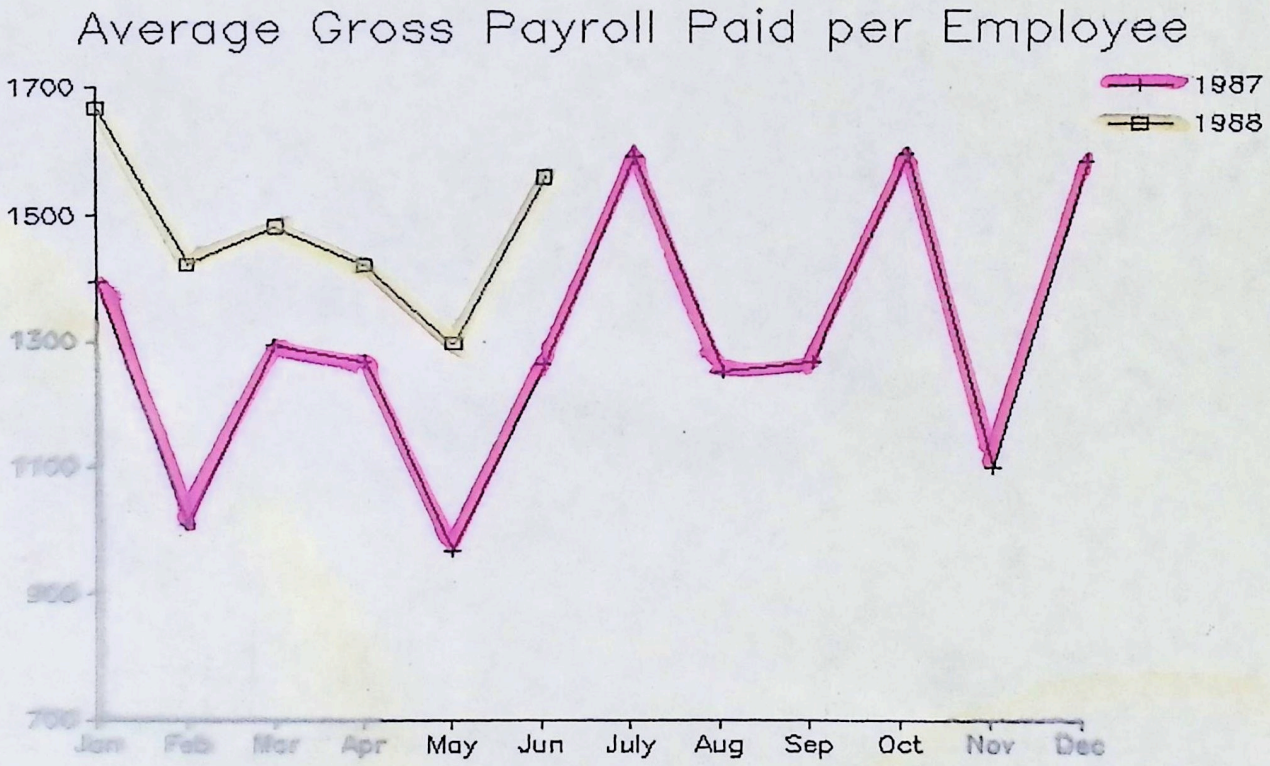


c:EOM.cal Graph #32
JUL 17 1988



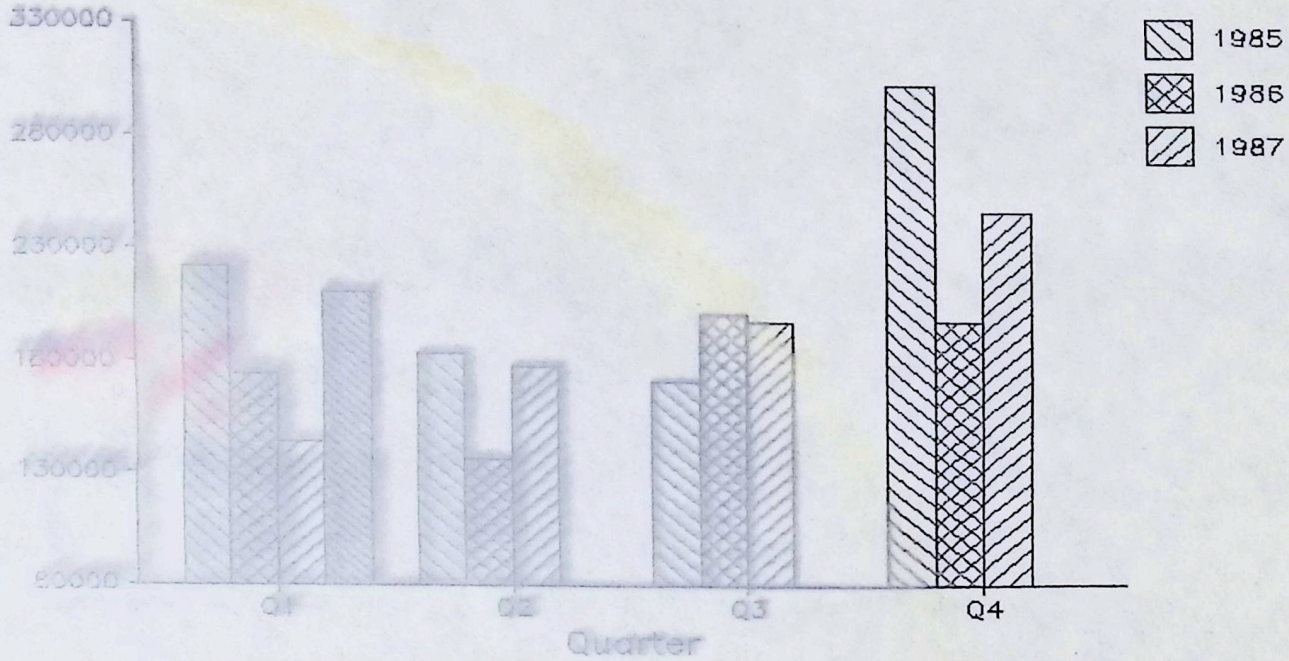
c:EOM.cal Graph #4

JUL 2 2 1988



MAY 11 1988

Total Cash Receipts by Quarter
1985-1987



Quarter	Q1	Q2	Q3	Q4	TOTAL
	221,907	182,733	170,331	300,608	875,579
	173,454	136,533	198,859	196,805	705,651
	143,355	176,738	195,652	244,643	760,388
	210,270				

Total Cash Receipts by Quarter
1985-1987

FOOTNOTES RE: COMPOSITION OF CASH RECEIPTS

1985 - Sept includes $30,000 from Doubleday for WESC film
Oct/Nov include $19500 in Foundation for Ethical Studies grant money
Dec includes $51,000 from Doubleday for EWEC Advance #1

1986 - Jan includes $10,000 from Doubleday for EWEC film advance
Aug includes $51,000 Adv #2 and $20,000 Film from Doubleday for EWEC

1987 - Apr includes $5,000 Apple Hypercard project (feasibility study)
Jul includes $5,000 Apple project
Aug includes $5,000 Apple project
Oct includes $25,000 Apple project
Nov includes $17,000 Apple project

1988 - Mar includes $50,000 Apple project (final payment)
Apr includes $25,000 Broderbund/CD-ROM project

5/11/88

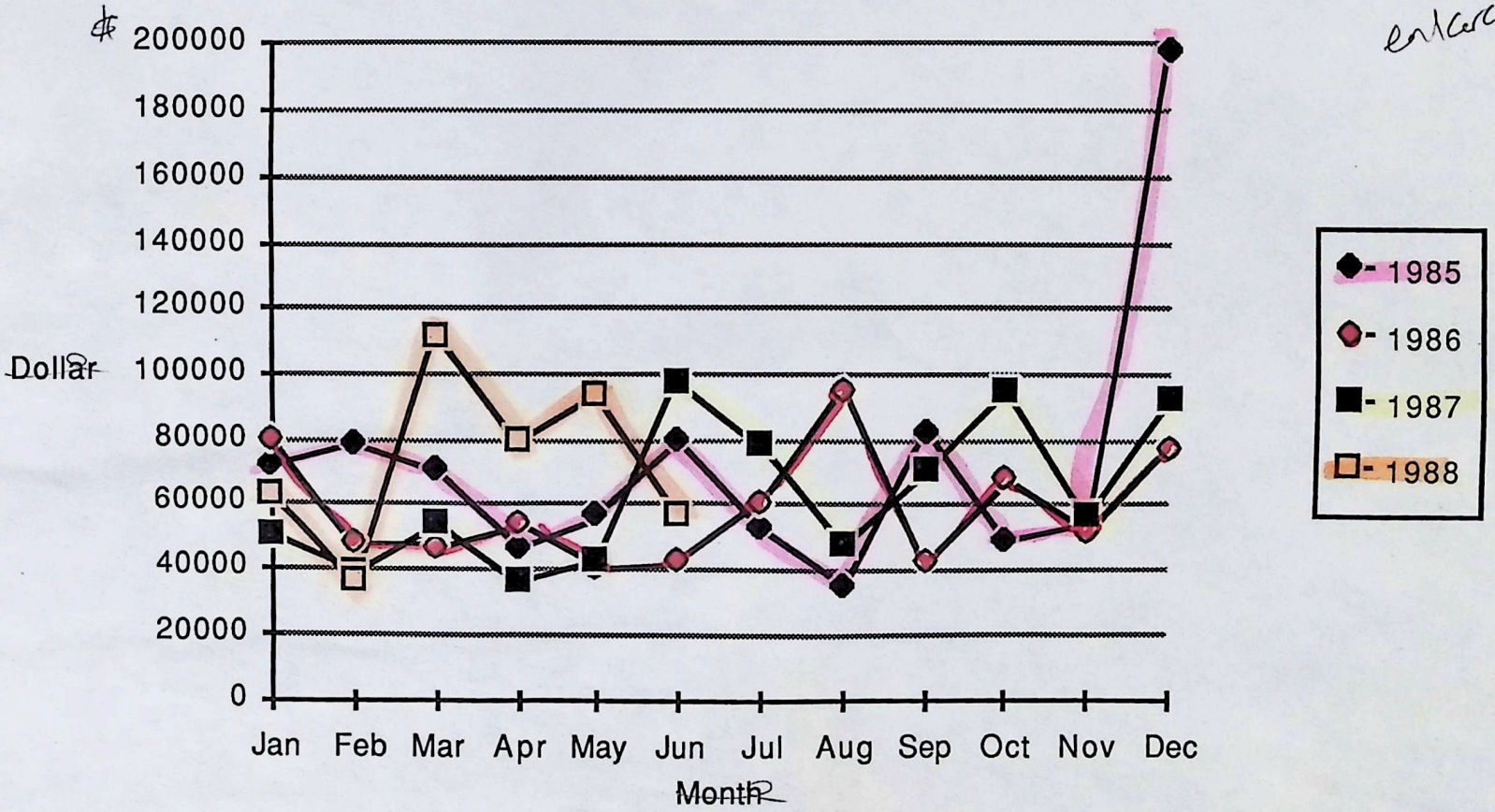
This is the data from SC3 file ~~c:cashrept.cal~~ c:8587cash.cal that is used to produce the attached graph.

JUL 08 1988

Total Cash Receipts 1985-88

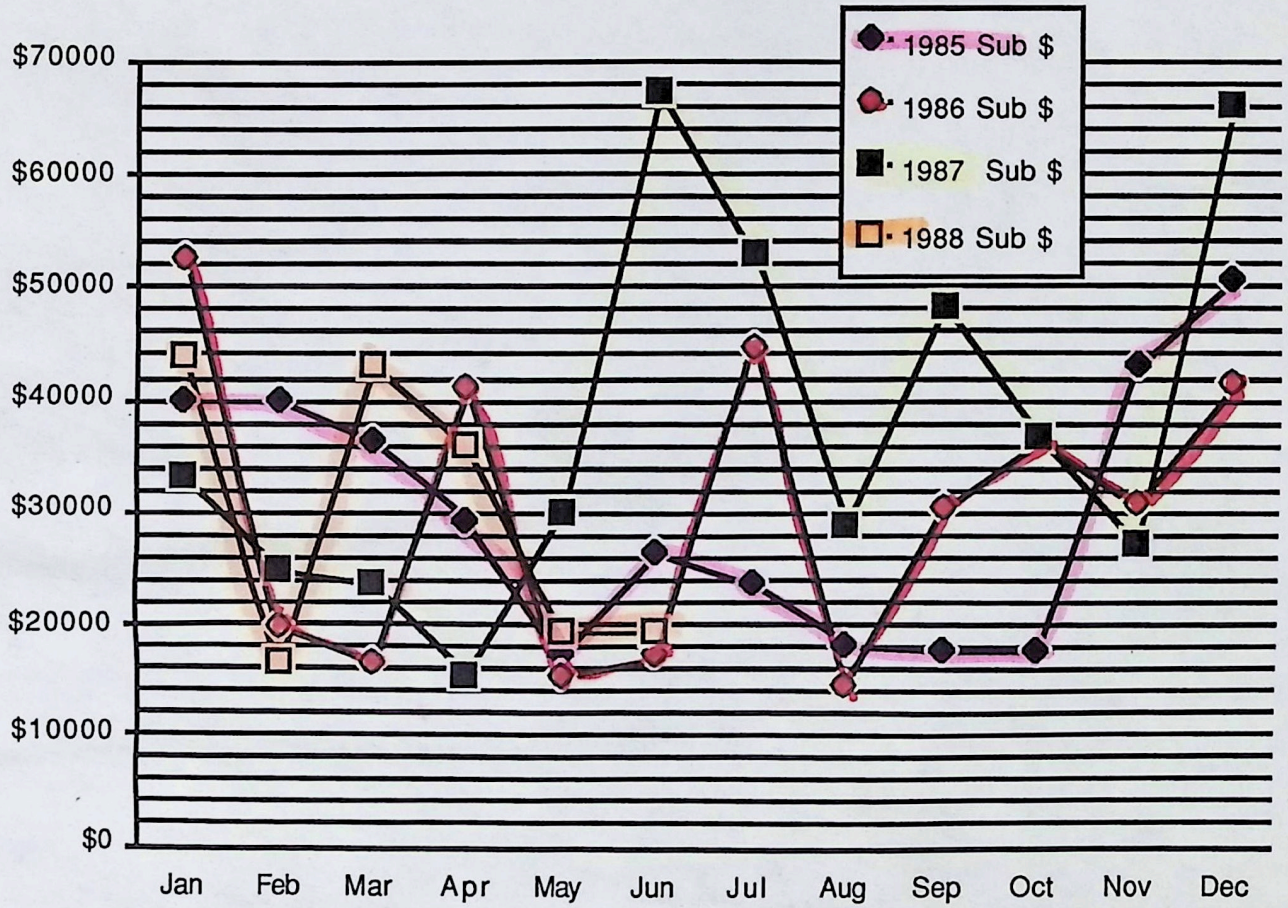
(incl'g. Project money)

enlarge

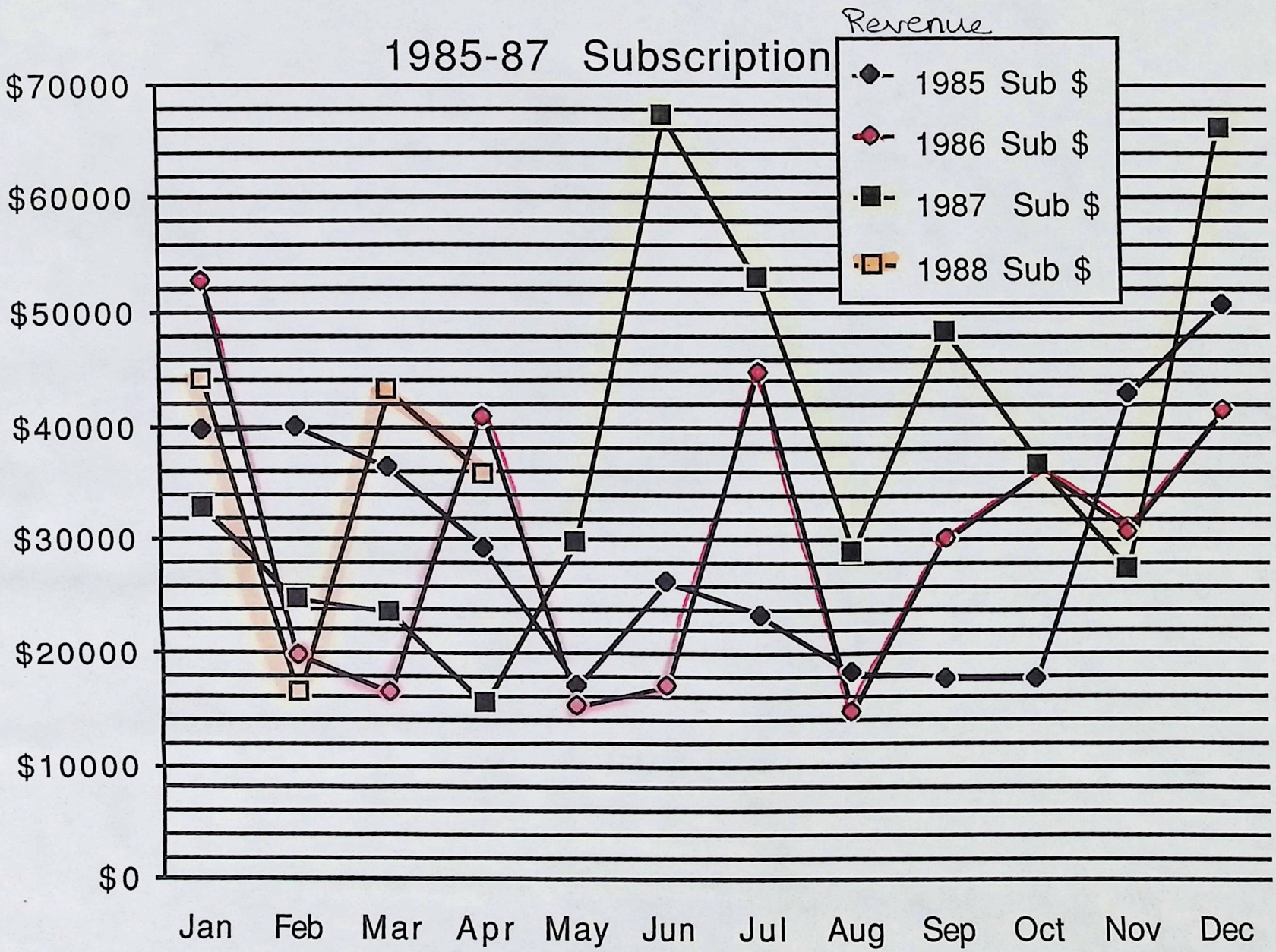


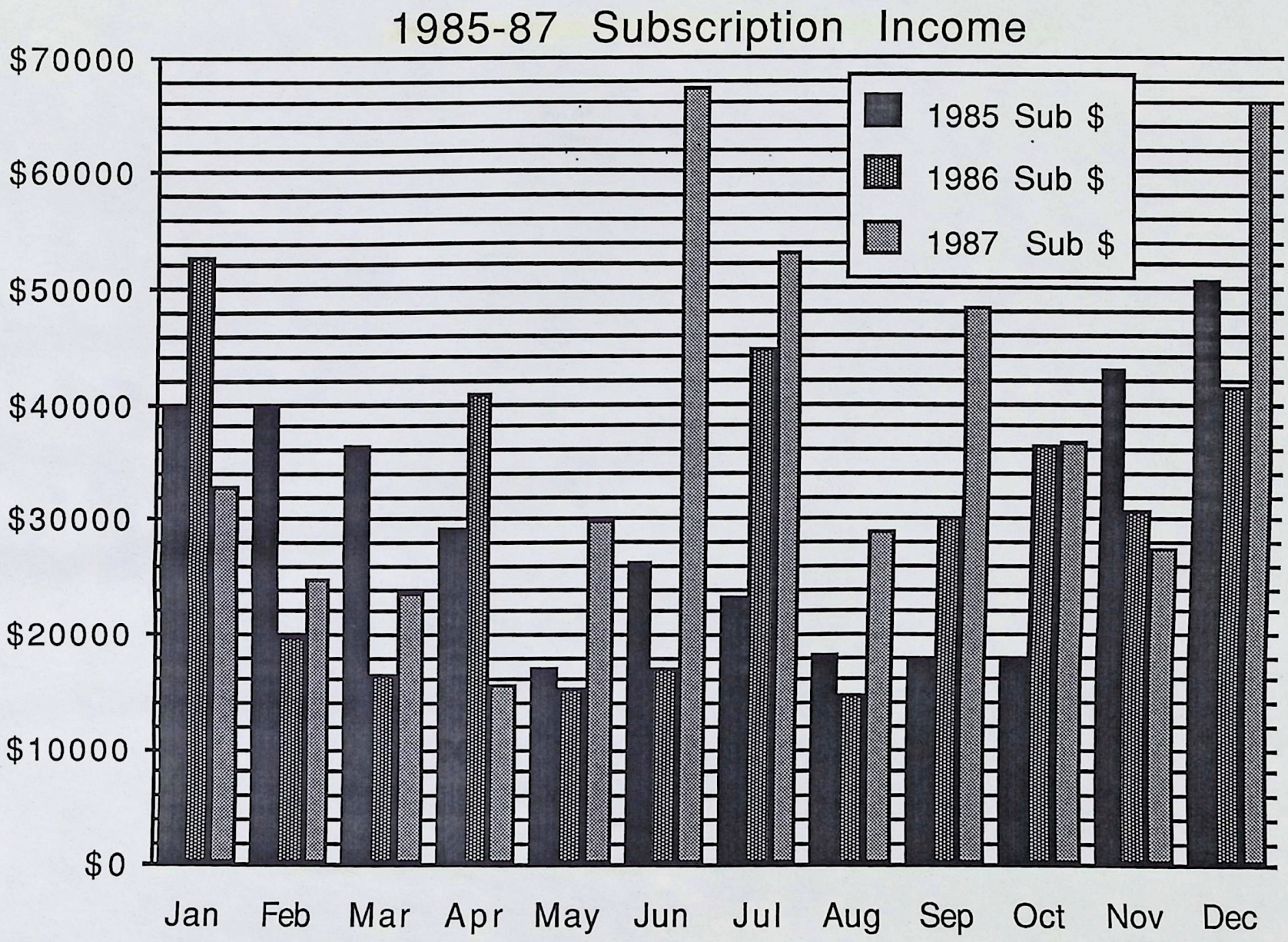
JUL 0 8 1988

1985-88 Subscription Revenue



Enlarge


Revenue
1985-87 Subscription
1985 Sub $
1986 Sub $
1987 Sub $
1988 Sub $
$70000
$60000
$50000
$40000
$30000
$20000
$10000
$0
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec


1985-87 Subscription Income
$70000
$60000
$50000
$40000
$30000
$20000
$10000
$0
1985 Sub $
1986 Sub $
1987 Sub $
Jan
Feb
Mar
Apr
May
Jun
Jul
Aug
Sep
Oct
Nov
Dec